



Applicants: Richard L. FRANKLIN *et al.*  
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## AMENDMENTS TO THE CLAIMS

### *Listing of the Claims*

Claims 1-10 (Withdrawn).

11. (Currently Amended) A server communicating on a public network with a subscriber and an author, comprising:

an author interface routine to interact with the author via the public network;

a subscriber interface routine to interact with the subscriber via a dedicated channel on the public network;

a subscription routine to receive a first request for access by the subscriber and to thereupon write to the subscriber a program 1) establishing parameters for the dedicated channel, and 2) establishing a core viewer routine to render a viewer at the subscriber having predefined viewer capabilities, and

a data accumulation routine to submit content to the subscriber in accordance with instructions received from the author, including partial executable program codes for execution in association with the core viewer routine such that the partial executable program codes extend the predefined viewer capabilities to new viewer capabilities not previously executable by the core viewer routine.

12. (Currently Amended) A server communicating as in claim 11 further including an authoring interface that creates the partial executable program codes dynamically based on inputs received from the author.

13. (Currently Amended) A server communicating on a public network with a subscriber and an author, comprising: an author interface routine to interact with the author via the public network; a subscriber interface routine to interact with the subscriber via a dedicated channel on the public network; a subscription routine to receive a first request for access by the subscriber and to thereupon write to the subscriber a program 1) establishing parameters for the dedicated channel, and 2) establishing a core viewer routine to render a viewer at the subscriber having predefined viewer capabilities, and a data accumulation routine to submit content to the subscriber in accordance with instructions received from the author, including partial executable program codes for execution in association with the core viewer routine such that the partial executable program codes extend the predefined viewer capabilities to new viewer capabilities not previously executable by the core viewer routine; and further including an authoring interface that creates the executable program codes dynamically based on inputs received from the author, ~~A server communicating as in claim 12~~ wherein the author interface further receives: template data communicated to the server in a first data format; converts at least a portion of the template data from the first data format into executable

program code; and an author side interface communicates the input data to the data accumulator to form at least part of the executable program code communicated to the subscriber.

14. (Original) A server communicating as in claim 13 wherein the template data is text based letter information, and the executable program code includes code to translate the text based letter information into a graphical letter representation of the text base letter information.

15. (Original) A server communicating as in claim 13 wherein the template data is photographic data, and the executable program code includes code to translate the photographic data into a collage presentation of the photographic data.

16. (Original) A server communicating as in claim 13 wherein the subscriber interface further compiles information from the subscriber received on the dedicated channel.

17. (Currently Amended) A server communicating as in claim 12 wherein the subscriber interface routine further compiles subscriber activity information, the subscriber activity information including at least one of when ~~regarding the viewing habits of the subscriber when interacting~~ interacted with the server or messages written by the subscriber to the author.

18. (Currently Amended) A server communicating as in claim 17 wherein the author interface routine further communicates to the author the ~~viewing-habit~~ subscriber activity information for each of a subset of subscribers associated with the author, and wherein the author interface routine receives instructions from the author regarding new executable program code to communicate to the subscribers based on the communicated ~~viewing-habit~~ subscriber activity information for each of the subset of subscribers.

19. (Original) A server communicating as in claim 18 wherein the server further automatically communicates to the author the identity of a subscriber in the subset of subscribers that has not interacted with the server for a predetermined amount of time.

20. (Original) A server communicating as in claim 18 wherein some of the instructions from the author are globally applied to all of the subset of subscribers and some are unique to particular subscribers in the subset of subscribers, such that the data accumulator writes some executable program codes of global application to each subscriber in the subset and some other executable program codes to unique ones of the subscribers in the subset.

21. (Original) A server communicating as in claim 18 wherein the instructions further include instructions to write different ones of the executable program codes to a particular subscriber at designated times over a designated period.

22. (New) The server communicating as in claim 11, wherein the content includes data.

23. (New) The server communicating as in claim 22 wherein the core viewer executes on the data independent of computer configurations and program versions that exist at the subscriber.

24. (New) A server communicating on a public network with a subscriber and an author, comprising:

a subscription routine to receive a request from the subscriber and to thereupon write to the subscriber a program that establishes a core viewer routine to render a viewer at the subscriber having predefined viewer capabilities; and

a data accumulation routine to submit content to the subscriber in accordance with instructions received from the author, the content including data and partial executable program codes for execution in association with the core viewer routine such that the partial executable program codes extend the predefined viewer capabilities of the core viewer routine to enable the core

viewer routine to execute on the data independent of computer configurations and program versions that exist at the subscriber.

25. (New) The server communicating as in claim 24, further comprising:  
an author interface routine to interact with the author via the public network.

26. (New) The server communicating as in claim 25, wherein the authoring interface routine creates the partial executable program codes dynamically based on inputs received from the author.

27. (New) The server communicating as in claim 25, wherein the author interface further receives: template data communicated to the server in a first data format; converts at least a portion of the template data from the first data format into partial executable program code; and an author side interface communicates the input data to the data accumulator to form at least part of the partial executable program code communicated to the subscriber.

28. (New) The server communicating as in claim 24 wherein the program establishes parameters for the dedicated channel.

29. (New) The server communicating as in claim 28, further comprising:  
a subscriber interface routine to interact with the subscriber via a dedicated channel on the public network.

30. (New) The server communicating as in claim 29, wherein the subscriber interface compiles information from the subscriber received on the dedicated channel.